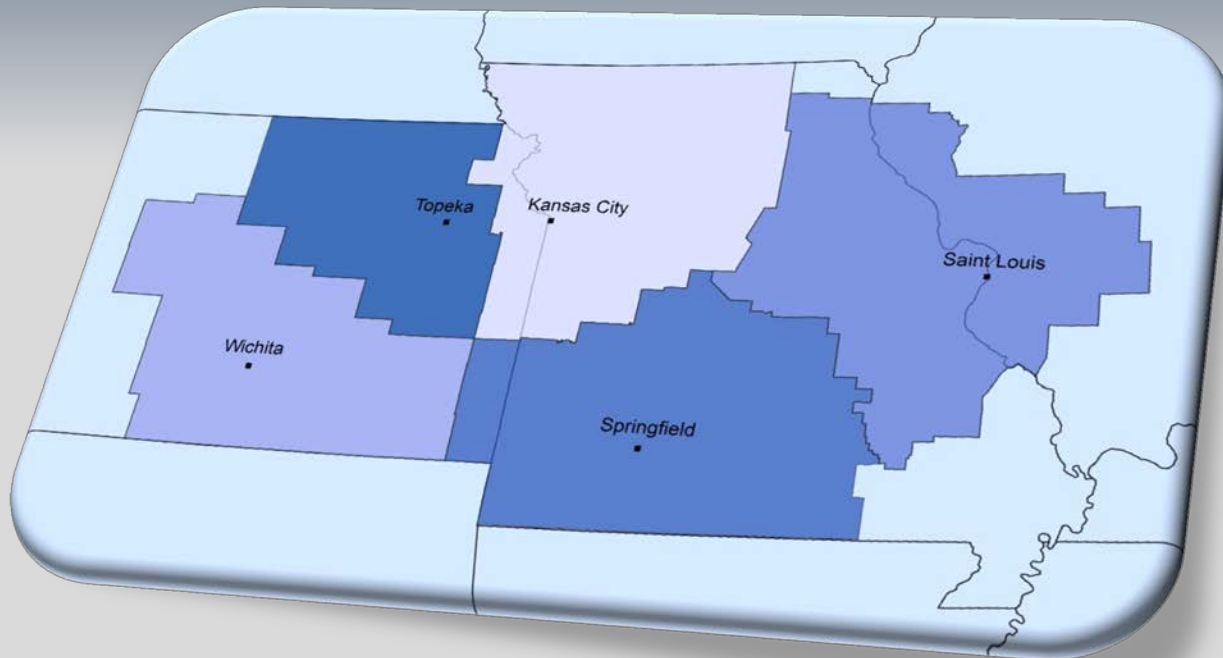




Impact Based Warning Experimental Product

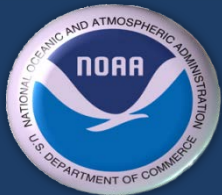


Central Region Headquarters

Jim Keeney

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Phone: (816) 268-3141



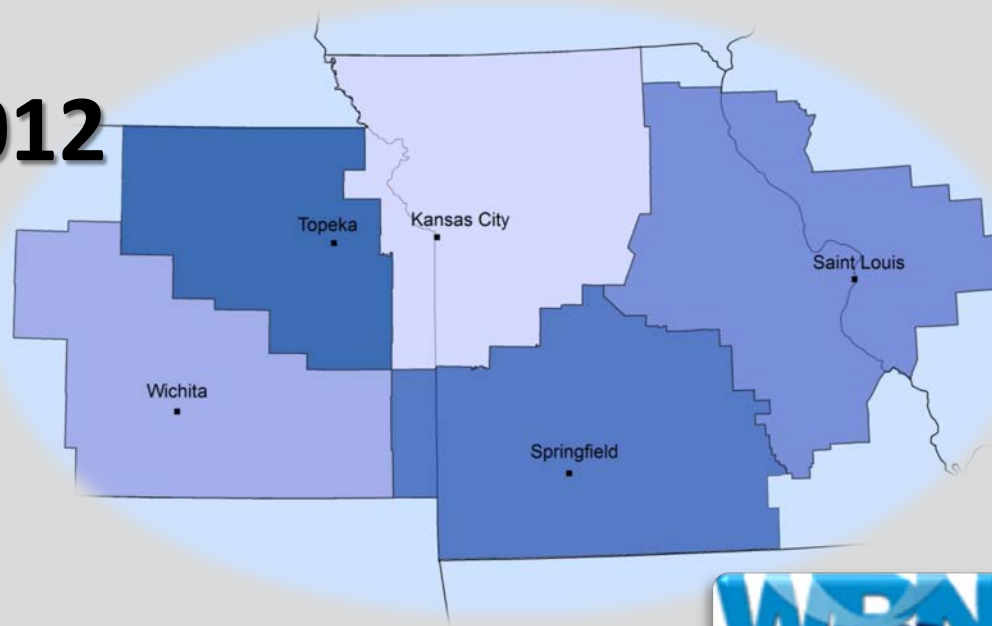
Impact Based Warning Experimental Product



- **5 Weather Forecast Offices**

- Wichita, KS
- Topeka, KS
- Kansas City/Pleasant Hill, MO
- Springfield, MO
- Saint Louis, MO

- **Begins April 2, 2012**





Impact Based Warning Experimental Product



Goal:

To provide more information to the media and Emergency Managers, to facilitate improved public response and decision making; and to better meet societal needs in the most life-threatening weather events.





Impact Based Warning Experimental Product



Intended Outcomes:

- Optimize the convective warning system within the existing structure
- Motivate proper response to warnings by better distinguishing situational urgency
- Realign the warning message in terms of societal impacts
- Communicate recommended actions/precautions more concisely
- Evaluate ability to distinguish between low impact and high impact events





Impact Based Warning Experimental Product



THE NATIONAL WEATHER SERVICE IN SPRINGFIELD HAS ISSUED A
* TORNADO WARNING FOR...
NORTHWESTERN NEWTON COUNTY IN SOUTHWEST MISSOURI...
SOUTHEASTERN CHEROKEE COUNTY IN SOUTHEAST KANSAS...
SOUTHWESTERN JASPER COUNTY IN SOUTHWEST MISSOURI...
THIS INCLUDES THE CITY OF JOPLIN...
* UNTIL 600 PM CDT.

* AT 514 PM CDT...A TORNADO EMERGENCY FOR THE CITY OF JOPLIN.
A CONFIRMED LARGE AND DESTRUCTIVE TORNADO WAS LOCATED NEAR
BAXTER SPRINGS MOVING NORTHEAST AT 40 MPH.

THIS IS A PARTICULARLY DANGEROUS SITUATION.
HAZARD...DEADLY TORNADO AND BASEBALL SIZE HAIL
SOURCE...SPOTTERS AND LAW ENFORCEMENT CONFIRMED TORNADO.
SIGNIFICANT DAMAGE TO HOMES REPORTED IN THE OAKS
SUBDIVISION.

IMPACT...LIFE THREATENING SITUATION. EXTENSIVE DAMAGE TO HOMES
AND BUILDINGS...UPROOTED TREES AND DEBRIS WILL
RESTRICT ACCESS INTO MANY AREAS.

* OTHER LOCATIONS IN THE WARNING...JOPLIN.
PRECAUTIONARY/PREPAREDNESS ACTIONS...
IF YOU ARE IN OR NEAR JOPLIN TAKE COVER IMMEDIATELY!
&&
LAT...LON 3716 9479 3707 9426 3697 9430 3701 9479
TIME...MOT...LOC 2216Z 247DEG 36KT 3708 9470

TORNADO...OBSERVED
TORNADO DAMAGE THREAT...CATASTROPHIC
HAIL...2.75IN

Tornado Tag

TORNADO...RADAR INDICATED

Evidence on radar and near storm environment is supportive, but no confirmation.

TORNADO...OBSERVED

Tornado is confirmed by spotters, law enforcement, etc.

Tornado Damage Threat Tag

TORNADO DAMAGE
THREAT...SIGNIFICANT

When there is credible evidence that a tornado, capable of producing significant damage, is imminent or ongoing.

TORNADO DAMAGE
THREAT...CATASTROPHIC

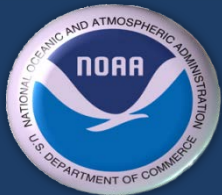
When a severe threat to human life and catastrophic damage from a tornado is occurring, and will only be used when reliable sources confirm a violent tornado.

Tornado Tag In Severe Thunderstorm Warnings

TORNADO...POSSIBLE

A severe thunderstorm has some potential for producing a tornado although forecaster confidence is not high enough to issue a Tornado Warning.





Impact Based Warning Experimental Product



Enhancements By:

- Improving communication of critical information
- Making it easier to quickly parse out the most valuable information
- Enabling users to prioritize the key warnings
- Providing different levels of risk within the same product
- Enabling the NWS to express a confidence level of potential impacts and risks



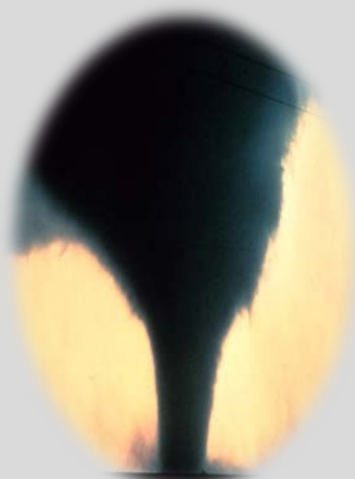


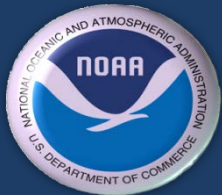
Impact Based Warning Experimental Product



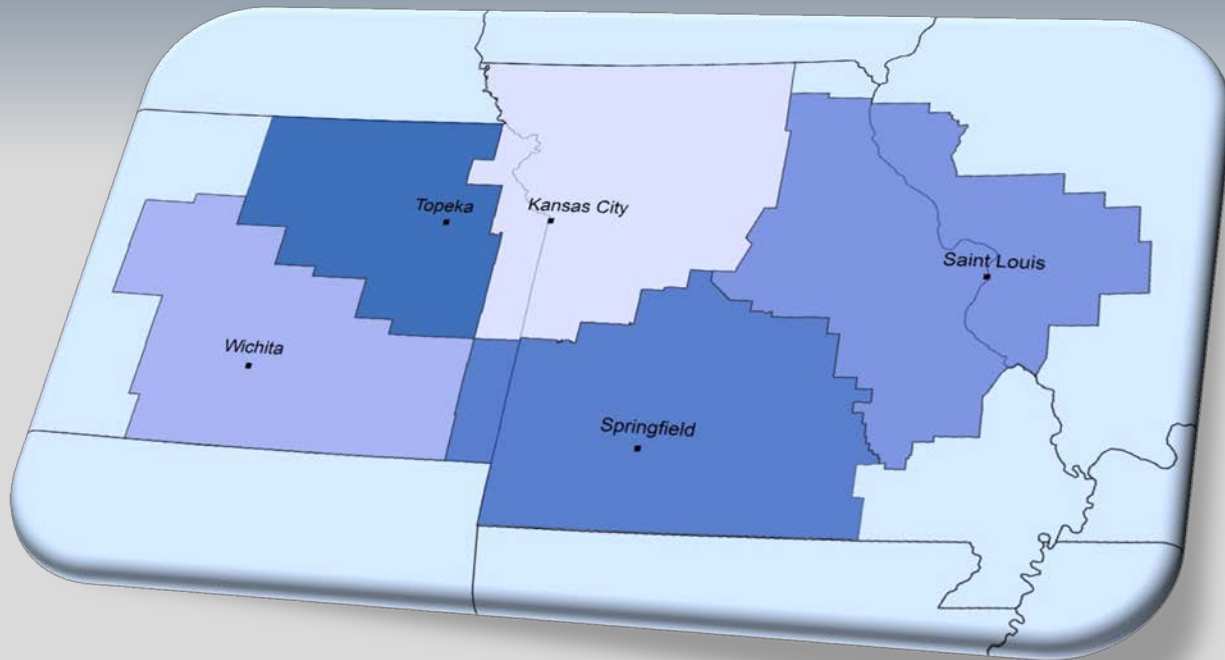
Independent Evaluation:

- Weather and Emergency Management (WxEm)
- Focus groups and surveys
- Four step, agile and iterative approach
 - Baseline
 - Current Practices
 - Proposed Practice and Verification
 - Validation





Impact Based Warning Experimental Product



To provide feedback:

<http://goo.gl/rIF9r>

<http://www.weather.gov/survey/nws-survey.php?code=IBW>

